

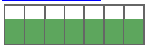
VP Advocacy

Heidi Meibaum, IIDA

Report:

Final report on the Legislative Session from Haynie & Assoc.

[HB 307](#)



[Lyons, Rodney\(D\)](#)
[Carter\(D\)](#)

Requires a tax clearance from the Dept. of Revenue for certain licenses, permits, tax resale certificates, and state contracts.

Bill History:

06-05-17 G Enrolled
06-14-17 G Signed by the Governor (Act: 211)
06-14-17 G Effective

Next LCID CEU day is Wednesday July 26th. NOMAR in Metairie.

I will be attending the IIDA Advocacy Symposium in Chicago September 22-24.

Thanks,

Heidi Meibaum, IIDA

VP of Communications

Kathleen B Mumme, IIDA

HQ tagline: "We are the association for commercial interior design"

WEBSITE progress:

We are wrapping up the finishing touches on the new website.

PLEASE continue to spread the word about our new site, as well as our Facebook and Instagram pages.

When we have events, please invite your friends from the industry to attend.

During this transition, please continue to ask members and non-members if they are receiving emails....so we can resolve any issues quickly. Additionally, if they are not a member and want to receive emails, please direct them to our website.....sign up area is on the right side of the homepage.

PLATFORMS:

Website-comprehensive place to go for all information, registrations, etc.

Facebook- current events, recap of all events, membership tid-bits

Instagram-inspiration, stylish imagery

Linkedin- IIDA announcements, industry news, advocacy

FUTURE FOCUS:

1. Facebook-promote membership perks as a weekly/bi-monthly segment
2. Considering Hootsuite to manage social media.
3. Investigating local Publicity- news / marketing
4. Newsletter or something printed to promote 2017-2018 Board and 2017 IDEA winners.
5. Rework Linked In profile

IMPORTANT REMINDERS:

Delta Weekly/WEBSITE:

1. Delta Weekly goes out every Tuesday with all Chapter events.
2. TARGETED email invite goes out 3 weeks before event then again the week of the event.
3. PLEASE send event details at least 4 weeks prior to event to Kathy Tinker and VP of Communication.
4. **CC directors/event planners** double check the content once it is uploaded

Social Media

1. Communications task force: Acknowledge company, speaker and sponsors,-use links and hashtags per the guidelines.
2. Remember to use **#iidadelta** when posting IIDA events.....IIDA page and personal.
3. Follow us on Facebook and Instagram. Like and share often! Invite others!
4. Events on FB will not take the place of the website but as another venue to get the events out to the public.



DELTA REGIONAL CHAPTER BOARD REPORT

June 22, 2017

VICE PRESIDENT OF MEMBERSHIP

Mark Reynolds, IIDA

2017 Membership Drive

We are developing an event for September 2017 which will be an evening event with a photographer taking headshots. The photos will be free for current members and new members who join and make a payment at the event. The following arrangements are being developed:

- location
- photographer and backdrop
- IIDA information and collateral material
- onsite sign-up and payment solution
- refreshments
- budget

Prorated Membership Rates

As it is mid-year, IIDA is prorating dues for new members. We anticipate that the customary fall special (15 months for the price of 12) will be implemented in September. It is recommended we informally encourage new members to delay joining until after September 1st to get the best value for their money.

WELCOME PACKAGES

Distribution of welcome packages continues. The welcome packages are made and mailed to the new members 2-3 days after we receive the member lists from IIDA national on the 1st of each month. We should plan to replenish our stock by ordering new items. Input on improvements to current items or new items are welcome.

WELCOME OUR NEW MEMBERS

Joined in May, 2017:

Christopher Coe, IIDA	COE Design International	Shreveport, LA
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Joined in July, 2017:

Alexandria Robinson, Industry IIDA	Corporate Interiors	Baton Rouge, LA
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Pending Member:

Laura Cedor, Associate IIDA	Street Collaborative	Baton Rouge, LA
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Our Membership										
	10/2014	4/2015	7/2015	1/2016	4/2016	7/2016	10/2016	01/2017	04/2017	07/2017
Total Members	190	164	170	188	165	176	180	210	156	164
Members by Type										
Affiliate	4	2	3	2	2	2	2	2	1	2
Associate	10	3	5	7	8	10	12	11	10	10
Associate II	4	3	3	2	2	2	1	2	2	1
Associate III	3	2	3	4	3	3	3	2	2	2
Dealer Rep.	12	13	11	15	15	17	17	17	8	9
Educator- Associate			1	1	1	1	1	1	1	1
Educator - Prof.	4	4	6	6	4	3	3	3	2	2
Industry Individual	6	8	6	6	3	3	3	5	3	3
Industry	35	38	40	39	31	35	35	34	30	34
Industry Rep. Self	4	6	2	4	2	2	2	3	3	3
Professional	69	63	63	66	56	60	60	65	59	61
Student	39	21	26	36	38	38	41	64	36	36
Pending Members	3	1	1	0	0	0	0	0	1	1
Pending Students	0	0	0	0	0	0	0	0	0	0
Members by State										
Arkansas	8	8	11	10	6	6	7	8	4	4
Arizona							1			
California	1	1	0	1	1	1	1	1	1	1
Louisiana	145	124	128	141	121	130	131	157	127	132
Minnesota				1	1	1	1	1	1	1
Mississippi	29	23	22	27	29	30	30	31	17	17
North Carolina								2		
Tennessee	1	1	1	1	1	1	1	1	1	2
Texas	4	3	2	3	4	4	4	5	4	4
Alabama	2	1	1	1	1	1	1	1	1	1
Georgia		1	2	2	0	2	2	2		2
Pennsylvania									1	1
Qtr. Net New Members	5	27	6	10	-23	11	4	30	-53	8

July 21, 2017

VP of Professional Development

Amanda Distefano, IIDA

Options for CEU presenters/sponsors:

Bob Gordon with Kimball – A Delicate Balance (NOLA and/or Baton Rouge)
Tessa Jones with PPG – Global Color and Design Forecast 2017-18 (interested in each city center)
Bill Abstein with Groupe Lacasse – Healthcare Casework (interested in New Orleans or Jackson)
Anna Bullinger with Cronan & Assoc – *variety of CEU options from vendors*
Vicki Suiter with Suiter Business Builders – *variety of business-building topics \$\$*
Kathy Redmond with Steelcase – Seating Preferences + Perceptions in Waiting Spaces
Morgon Gordon with KV Workspace – Improving Business Performance through the Workplace
Katy Rose Lovell with CFG – Exploring Wood Veneer
Florida Tile – Thin, Large Format Porcelain Tile
Cathy Lawson with TakeForm Signage – *new CEUs about to be released*
Melissa Eschete with Nordic Kitchens and Baths

November CEU in Baton Rouge is still available. We reached out to Anna Bullinger, since she has been expressing interest, but she has not committed yet.

Thank you!

VP of City Centers

Rebecca Cooley, ind. IIDA

IIDA IDEA GALA

Date: August 19th, 2017

Location: Riverview Room

Time: 5:00 – 7:00pm officially, but reserve Riverview for extra 30 minutes



A detailed botanical illustration of lilies and their leaves, scattered across the page. The lilies are in various stages of bloom, with some fully open and others as buds. The leaves are long and pointed, with prominent veins. The overall style is classic and elegant, with a focus on naturalistic detail.

IIDA DELTA REGIONAL CHAPTER PRESENTS
THE ANNUAL IDEA GALA AWARDS

Garden gala

I I D A
INTERNATIONAL
INTERIOR DESIGN
ASSOCIATION
DELTA REGIONAL
CHAPTER

THE RIVERVIEW ROOM
600 DECATUR STREET

5:00 - 7:00
AUGUST 19

BOARD REPORT

IIDA Delta Regional Chapter P.O. Box 56936 New Orleans LA 70156
www.iida-delta.org

8/13
Form 5.23
2 of 3

Competition – Heidi Meibaum & Kathy Tinker
Judges submit evaluations: July 28th
People's Choice voting: July 31st-August 4th
Award Etching: August 4th

Sponsorship – Noelle
Noelle and Francie enlisted help from additional designers.
We need a strong push these next 2 weeks
Currently have \$7325 raised of \$20k needed

Graphics – Caroline
Website updated with current graphics
Approved eblast that should go out today
Social media blast being distributed today.
All graphics are complete, just need to inset sponsor board and program content

Decorations – Jill
A sample centerpiece is being constructed for approval
Team has developed pinterest board and game plan for completing

Registration
Have 4 people at the registration table in 30 minute increments for the 1st hour.
Have a table on the right for A-G and table on the left for H-Z to funnel people through the front door faster
Need to finalize volunteers
Have volunteers arrive 30 minutes early to learn what the shift entails, so they are ready to take over when their shift arrives?
Create a balloon/ivy runway as they enter
Welcome Drink off of elevator?
Chalkboard in script – welcome board – Ali Condon

After Party – Evangeline

Music- Grant/Jill to put together playlist for networking portion

Program Format
Rebecca to make introduction and introduce Nicole
Nicole to address member/non-members and introduce board
2 emcees to announce awards – Needed

July 21, 2017

Director of Sponsorship (out going)

Noelle Eskew, Industry IIDA

IDEA Gala Sponsors

So far we have 3 sponsors (AOS, Workplace Resources & MDC) and are at 32% of budget, but are actively pursuing more with 3 weeks to go. Please reach out to anyone you think might be interested.

Beers & Bag-O Event

Samantha Bastion and I are having a meeting regarding this event this afternoon at 3 PM, will add details to report after. However, the rough idea is for this event to fill the place of the Vendor Show for the Annual Sponsors. A cornhole tournament that has a cocktail hour in the beginning showcasing APs as perk of their commitment.

New Director of Sponsorship

Have provided binder, thank you notes and jump drive of necessary files. Also, the 3 annual partner banners are all accounted for. Melony Fields has the BR one, Jennifer Mitchell has the Nola one and Nicole Donnes has the Jackson one.

THANK YOU!

Being a part of this board for the past two years has been wonderful! Lucky to get to know all of you and be a part of such an amazing chapter. Looking forward to still helping out as I am able and the Beer & Bag-o event in October. This is just a hiatus from the board, excited to come back one day!

Best,

Noelle Eskew

BATON ROUGE CITY CENTER CO-DIRECTORS

Melony Fields & Klaudia Wasowska

UPCOMING MONTHLY MEETINGS

- August 9th SOCIAL
Need to plan
Location ideas: BRQ, Velvet Cactus
- September 13th HEADSHOTS – Workplace Resource sponsor perk
Details? Time/location, food? Who plans this?
- October 18th FALL FUNDRAISER – Beer and Bago Night @ Tin Roof
Mobilize committee:
- Find sponsors
 - Create shopping list
 - Graphics for website/emails?
- November 8th CEU
Need to plan

Email completed document as a Microsoft Word .DOC or .DOCX to vp-communications@iida-delta.com

Thank you!